



United Way of the Battle Creek and Kalamazoo Region Job Posting

The United Way of the Battle Creek and Kalamazoo Region has the following position available:

Assistant Director Campaign – Battle Creek

This position will be based in: **Battle Creek**

A job description with additional information is posted below.

Interested applicants should submit a cover letter and resume to:

info@uwbckr.org

Position Title: Assistant Director Campaign - Battle Creek

FLSA Status: Full Time Exempt

Reports to: Resource Development Director

Position Summary: This position is responsible for the daily supervision of the Battle Creek Resource Development staff. Manages specific development strategies, accounts and initiatives to cultivate and develop relationships with existing and prospective key stakeholders, corporate partners, and donors.

Job Duties:

- Under the guidance of the Resource Development Director, develops and implements a year-round strategic campaign and relationship program that aligns with the overall UWBCKR Resource Development plan and objectives. Responsible for cultivating and enhancing workplace giving and building and sustaining relationships with existing and non-giving companies, organizations, and employees.
- Supervises Campaign Associates and support staff under the direction of the Resource Development Director to ensure superior customer service, account management and integration of RD activities into UWBCKR activities and strategies.
- Serves as second-in command to the UWBCKR Resources Development Director relative to the Resource Development Division in Battle Creek.
- Cultivates, advises, and supports volunteer Division Chairs and other volunteers to motivate participation and financial support resulting in measurable growth in annual campaign results.

- Reviews and analyzes specific campaign results in assigned accounts. Develops, articulates, sells and implements strategies leading to growth.
- Coordinates with the Resource Development Director to identify, recruit, orientate, train, and counsel campaign volunteers during the campaign and throughout the year.
- Advises of any new campaign strategies or best practices that would support increasing the regional fundraising base and build affinity.
- Maintains and updates company information in assigned accounts.
- Prepares campaign progress reports as needed for RD Director and staff, Campaign Cabinet and other volunteers.
- Utilizes all available resources, including but not limited to newspapers, journals, periodicals, the internet, and social media; prospecting software and other resources to identify opportunities and articulate and implement (as directed) strategies to broaden the campaign base in Battle Creek.
- Assists Community Investment and Marketing & Communications as needed in developing and managing or supporting volunteer engagement activities such as Day of Caring/Youth Day of Caring and other volunteer programs.
- Identifies, recruits, and supports qualified speakers for company group presentations.
- Collaboratively participates in developing useful, innovative, and inspiring trainings and orientations for key stakeholders including employee campaign managers, cabinet members, agency speakers, and campaign liaisons.
- Assists in the development and implementation of processes that support an integrated customer relationship management centric approach to resource development.
- Utilizes a consultative sales approach to account management.
- Ensures all United Way information is held confidential. There is no disclosure of any internal strategic information or volunteer, vendor or donor information.
- Performs other related duties as assigned.

Qualifications:

- Bachelor's degree in business administration, marketing, or a related field or an equivalent level of experience is required.
- A minimum of five years of relative experience in sales, nonprofit development, marketing or customer service required.
- The ability to become proficient, to the point of assisting other staff, in Andar (software) for relationship management and fundraising data management.
- Positive, professional personality that appropriately represents the United Way.
- Working knowledge of Microsoft Windows including: Word, Excel, Outlook, and PowerPoint programs.
- The ability to maintain the confidentiality of highly sensitive information.
- Demonstrated superior project planning and project management skills. Demonstrated skills in designing work plans, timelines, and managing for results. Ability to work independently and take initiative.

Physical Requirements:

This position primarily works in an office environment requiring frequent sitting, standing and walking. This position may require the ability to stand for extended periods when facilitating meetings and the ability to use a computer for extended periods of time. Local travel is necessary, so access to an

automobile to travel where alternative transportation is not available is required. May occasionally be required to travel to attend conferences or other related events. Delivering campaign materials is routinely expected and the ability to lift up to 35lbs is required.